



COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

SIXTH FLOOR
PRUDENTIAL BUILDING
195 NORTH TERRACE
ADELAIDE

WINE AND SPIRITS

SOUTH AUSTRALIA
AND AUSTRALIA

1963-64

SCOPE This bulletin contains details for South Australia of the commercial production and distribution of wine and spirits and stocks of wine and spirits held by manufacturers and wholesalers, and for Australia of the production of selected wine and spirits.

PRODUCTION
OF WINE
AND SPIRITS:
SOUTH
AUSTRALIA

The total quantity of wine made in South Australia in 1963-64 was 27,101,600 gallons, approximately 30 per cent more than in 1962-63 (20,784,800 gallons) but less than the 1961-62 record production of 30,830,800 gallons. Production of spirits also increased - 2,129,700 proof gallons of spirit for wine fortifying compared with 1,759,300 proof gallons in 1962-63, 1,052,900 proof gallons of brandy (994,400 in 1962-63) and 105,900 proof gallons of whisky (95,200 in 1962-63).

Wineries and distilleries processed 148,828 tons of fresh grapes in 1963-64 compared with 111,019 tons in 1962-63. (The record of 172,009 tons was processed in 1961-62.)

PRODUCTION
OF WINE
AND SPIRITS:
AUSTRALIA

The quantity of beverage wine made in Australia in 1963-64 was 18,741,300 gallons, approximately 26 per cent more than in 1962-63 (14,943,200 gallons) and approximately 4 per cent more than the previous record production of 18,108,200 gallons in 1961-62. In 1963-64 production of spirit for wine fortifying (3,030,300 proof gallons) and brandy (1,220,000 proof gallons) showed an increase over 1962-63 production of approximately 13 per cent and 8 per cent respectively.

WHOLESALE
SALES:
SOUTH
AUSTRALIA

Wholesale sales of wine in South Australia increased from 2,310,800 gallons in 1962-63 to 2,550,400 gallons in 1963-64. Sales of dry sherry increased by 13,800 gallons to 133,300 gallons but sweet sherry sales decreased by 29,000 to 627,500 gallons. More dessert wines were sold in 1963-64 than in 1962-63, an increase of 42,600 gallons in the sweet red varieties more than offsetting a decrease of 20,900 gallons in sweet white wines.

Table wine sales continued to show an increase from 752,100 gallons in 1962-63 to 984,000 gallons in 1963-64. Increases were recorded in all varieties.

Brandy sales increased from 136,900 proof gallons in 1962-63 to 155,600 proof gallons in 1963-64.

The figures quoted cannot be taken as an indication of actual consumption of wine and spirits in South Australia as they include sales to interstate retailers and consumers and exclude direct purchases from other States by South Australian retailers and consumers.

RETAIL SALES:
SOUTH
AUSTRALIA

The value of retail sales of beer, wine and spirits amounted to £26.4 million for the year ended 30th June 1964, an increase of £1.8 million over sales for the previous year.

EXPORTS:
SOUTH
AUSTRALIA

More wine was exported from South Australia in 1963-64 (8,242,400 gallons) than in 1962-63 (7,905,600 gallons). Interstate exports increased from 1962-63 by 385,300 gallons to 6,775,300 gallons in 1963-64. Direct oversea exports in 1963-64 were lower, decreasing by 48,500 gallons to 1,467,100 gallons.

STOCKS:
SOUTH
AUSTRALIA

Wine stocks held by winemakers and wholesalers totalled 29,840,900 gallons at 30th June 1964. This was 2,044,900 gallons more than at 30th June 1963 but less than the 30,229,200 gallons held after the 1962 record vintage. Distillation wine stocks increased by 598,000 gallons to 1,458,500 gallons and dessert wines by 88,000 gallons to 15,640,200 gallons. Stocks of sherry were reduced by 145,800 gallons to 4,815,700 gallons.

TABLE 1 - WINE AND SPIRITS PRODUCTION, SOUTH AUSTRALIA

Type	1959-60	1960-61	1961-62	1962-63	1963-64
'000 Gallons					
Wine -					
Beverage -					
Fortified	7,057.2	6,917.2	8,011.3	5,568.7	7,305.5
Unfortified	3,081.4	3,543.2	4,686.3	3,841.4	5,199.9
Total	10,138.6	10,460.4	12,697.6	9,410.1	12,505.4
Distillation (a)	12,414.8	15,519.6	19,299.4	12,102.3	15,456.6
Gross total	22,553.4	25,980.0	31,997.0	21,512.4	27,962.0
Net total (b)	21,575.9	25,060.8	30,830.8	20,784.8	27,101.6
'000 Proof Gallons					
Spirits -					
Brandy	941.3	1,044.3	1,042.6	994.4	1,052.9
Whisky	152.1	105.0	138.2	95.2	105.9
Gin & schnapps	14.4	17.9	16.7	14.7	12.0
Liqueurs	12.9	11.2	7.9	11.2	9.8
For wine fortifying	1,979.7	2,138.3	2,948.6	1,759.3	2,129.7
All other	54.4	51.4	47.7	30.3	46.7
Total	3,154.8	3,368.1	4,201.7	2,905.1	3,357.0

(a) Used for manufacturing brandy, spirit for wine fortifying, etc.

(b) Excludes fortifying spirit added.

TABLE 2 - BEVERAGE WINE PRODUCTION, SOUTH AUSTRALIA

Type	1962-63		1963-64	
	In Bond	Out of Bond	In Bond	Out of Bond
'000 Gallons				
Fortified -				
Dry white	472.9	114.0	723.1	158.3
Sweet white	3,749.8	70.5	4,452.4	37.6
Sweet red	1,153.6	7.9	1,924.1	10.0
Unfortified -				
Red	-	1,588.1	-	2,408.5
White (inc. sauternes)	-	2,253.3	-	2,791.4
Total	5,376.3	4,033.8	7,099.6	5,405.8

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TABLE 3 - WINE AND SPIRIT PRODUCTION, AUSTRALIA

TYPE	1959-60	1960-61	1961-62	1962-63	1963-64 (a)
'000 Gallons					
Wine -					
Beverage -					
Fortified	9,370.4	9,886.8	11,095.7	8,773.0	10,832.7
Unfortified	4,915.8	5,843.1	7,012.5	6,170.2	40,839.2
Total	14,286.2	15,729.9	18,108.2	14,943.2	7,225.1
'000 Proof Gallons					
Spirits -					
For wine fortifying	2,589.6	2,895.4	4,112.4	2,683.0	3,030.3
Brandy	1,036.8	1,167.0	1,177.9	1,129.0	1,220.0

(a) Preliminary

Tables 4 and 5 show sales of wine and spirits by wholesalers and wine makers in their operations in South Australia. It includes sales (both local and interstate) from stocks held in South Australian wineries, depots, bulk stores, etc., but excludes overseas exports, purchases for ships' stores, and sales to merchants and wine-makers for re-sale. The figures should not be regarded as showing actual consumption in South Australia, because they include sales to retailers and consumers in other States and exclude purchases from other States by South Australian retailers and consumers.

TABLE 4 - WINE (a) : WHOLESALE SALES, SOUTH AUSTRALIA

Type	1959-60	1960-61	1961-62	1962-63	1963-64
'000 Gallons					
Wine -					
Sherry - Dry	106.4	106.9	101.4	119.5	133.3
Sweet	694.3	675.5	661.2	656.5	627.5
Dessert wine. -					
Sweet white (b)	255.9	271.9	256.7	226.5	205.6
Sweet red (c)	533.0	523.9	491.8	512.2	554.8
Table wine -					
Dry white	114.0	148.7	164.8	194.9	254.4
Dry red	310.9	324.6	302.8	300.7	449.2
Other (d)	165.4	164.4	180.7	256.5	280.4
Wine cocktails, etc. (e)	29.8	20.5	22.7	20.4	19.1
Vermouth	31.5	26.5	22.8	23.6	26.1
Total	2,241.2	2,262.9	2,204.9	2,310.8	2,550.4

(a) Includes imported wine.

(b) Includes white muscat, madeira, tokay, marsala, etc.

(c) Includes frontignac and brown muscat.

(d) Includes sparkling wine.

(e) Includes aperitif wine and tonic wine.

TABLE 5 - SPIRITS(a) : WHOLESALE SALES, SOUTH AUSTRALIA

Type	1959-60	1960-61	1961-62	1962-63	1963-64
'000 Proof Gallons					
Brandy	138.7	136.6	126.7	136.9	155.6
Gin					29.3
Liqueurs					13.6
Rum (b)					9.2
Vodka (b)					10.5
Whisky					104.0
Total (b)					322.2

(a) Includes imported spirits.

(b) Sales of imported rum and vodka are excluded, details are not available for publication.

TABLE 6 - RETAIL SALES OF BEER, WINE, & SPIRITS (a), SOUTH AUSTRALIA

These figures include sales from fixed premises at which goods are normally sold by retail to the general public but exclude sales from licensed clubs, etc.

Quarter	1959-60	1960-61	1961-62	1962-63	1963-64(b)
	£ Million				
September	4.7	4.9	5.2	5.4	5.7
December	5.9	6.1	6.5	6.9	7.4
March	5.8	6.0	6.3	6.6	7.1
June	4.8	5.1	5.6	5.7	6.2
Total	21.2	22.1	23.6	24.6	26.4

(a) Adjusted on a basis comparable with the 1961-62 Retail Census.

(b) Preliminary.

TABLE 7 - EXPORTS OF WINE AND SPIRITS OVERSEA AND INTERSTATE, SOUTH AUSTRALIA

In this table oversea exports include only those shipped direct from South Australia. Interstate exports of wine include all those sent to other states whether for sale there or for subsequent export overseas. Details of interstate exports of spirits are not collected.

Type	1959-60	1960-61	1961-62	1962-63	1963-64(a)
	'000 Gallons				
Wine - Oversea	1,676.4	1,813.3	1,567.7	1,515.6	1,467.7
Interstate	6,479.5	6,619.1	6,395.3	6,390.0	6,775.3
Total	8,155.9	8,432.4	7,963.0	7,905.6	8,242.4
	'000 Proof Gallons				
Spirits - Oversea - Brandy	96.3	77.8	95.7	99.1	85.8
Other potable	0.1	0.6	0.3	0.8	0.7

(a) Preliminary.

TABLE 8 - INTERSTATE WINE EXPORTS, SOUTH AUSTRALIA

State to which Exported	Fortified			Unfortified		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	'000 Gallons					
New South Wales	1,649.4	1,467.4	1,586.6	1,048.1	1,087.4	1,117.3
Victoria	1,247.0	1,270.8	1,331.5	816.5	865.3	978.4
Queensland	395.7	410.8	388.7	126.4	136.8	154.4
Western Australia	725.2	728.1	750.2	135.8	147.2	165.5
Tasmania	214.9	229.5	252.0	36.3	46.7	50.7
Total	4,232.2	4,106.6	4,309.0	2,163.1	2,283.4	2,466.3

TABLE 9 - STOCKS OF WINE AND BONDED SPIRITS (a) HELD BY WINEMAKERS AND WHOLESALERS, SOUTH AUSTRALIA

Type	At 30th June -				
	1960	1961	1962	1963	1964
'000 Gallons					
Wine -					
Distillation	331.4	1,039.5	1,404.4	860.5	1,458.5
Beverage -					
Duty paid	9,155.4	9,091.1	10,138.2	9,498.4	10,992.1
In bond	18,241.1	17,095.0	18,686.6	17,437.1	17,390.3
Total wine	27,727.9	27,225.6	30,229.2	27,796.0	29,840.9
'000 Proof Gallons					
Spirits (in bond) -					
Brandy	3,419.7	3,624.6	3,754.4	3,835.2	4,004.4
Whisky	532.8	535.1	540.6	502.0	475.7
Gin & schnapps	4.3	6.9	7.1	5.5	7.0
Rum	9.4	14.3	14.0	14.2	9.5
Liqueurs	14.2	6.3	8.0	6.6	6.5
For wine fortifying -					
In wine	4,130.1	3,880.5	4,176.4	3,868.2	3,695.4
Not in wine	928.2	999.4	1,727.3	1,496.8	1,585.6
Other	23.8	7.3	28.9	30.3	26.0
Total spirits	9,062.5	9,074.4	10,256.7	9,758.8	9,810.1

(a) Includes imported wine and spirits.

TABLE 10 - WINEMAKERS' AND WHOLESALERS' STOCKS OF WINE AND BRANDY (a) IN AND OUT OF BOND SOUTH AUSTRALIA

Type	At 30th June			
	1963		1964	
	In Bond	Out of Bond	In Bond	Out of Bond
'000 Gallons				
Wine -				
Distillation	157.0	703.5	273.2	1,185.3
Sherry	3,330.7	1,630.8	3,047.3	1,768.4
Dessert wine -				
Sweet white (b)	8,359.4	808.3	8,310.5	771.9
Sweet red (c)	5,628.0	756.5	5,864.6	693.2
Table wine -				
Dry white	-	2,703.0	-	3,197.0
Dry red	-	2,838.2	-	3,848.9
Other (d)	75.1	669.9	n.a.	623.2
Wine cocktails, etc. (e)	2.9	6.4	n.a.	10.3
Vermouth	41.0	85.3	n.a.	79.2
'000 Proof Gallons				
Brandy	3,835.2	15.0	4,004.4	12.4

(a) Includes imported wine and brandy.

(b) Includes white muscat, madeira, tokay, marsala, etc.

(c) Includes frontignac and brown muscat.

(d) Includes sparkling wine.

(e) Includes aperitif wine and tonic wine.

n.a. Not available

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DEPUTY COMMONWEALTH STATISTICIAN

